



Metropolitan  
Transportation  
Authority

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**TO: BOARD OF DIRECTORS**

**FROM: FRANK CARDENAS** *RC*  
**EXECUTIVE OFFICER, ADMINISTRATION**

**SUBJECT: RIDERSHIP PROMOTION WITH  
UNIVERSAL STUDIOS HOLLYWOOD**

**ISSUE**

To encourage the use of Metro Rail among riders in general and tourists in particular, MTA Marketing has arranged a cross-promotion with Universal Studios Hollywood. For a period of six months, Universal will offer to "pay the fare" for riders who use Metro Rail to visit its theme park. This offer will be publicized at Universal's expense through posters in select Metro Rail cars and stations. MTA will incur no lost revenue or other out-of-pocket expense under this arrangement.

**DISCUSSION**

With Metro Rail now serving 50 stations throughout the county, MTA is striving to emphasize the many attractions that are accessible via the system. Maps inviting potential customers to "Take Metro Rail to L.A.'s Brightest Spots" are now posted in all stations and rail cars; they also are being distributed through the Los Angeles Convention and Visitors Bureau.

As the #1 theme park in Los Angeles County with approximately 5 million visitors per year, Universal Studios Hollywood has the potential to draw large numbers of riders onto Metro Rail, as Metro Rail offers a convenient and cost effective way for tourists and local residents alike to access the attraction.

To capitalize on this situation, MTA Marketing has arranged a cross-promotion with Universal Studios Hollywood which provides an extra incentive for the theme park's patrons to travel there on Metro Rail. When visitors arrive at Universal's ticket windows, Universal will discount the price of their admission ticket by \$2.70 -- the basic round-trip fare on Metro Rail -- if the visitor shows a valid Metro Rail ticket or pass for that day. In effect, this means Universal will "pay the customer's fare" if they come to the theme park on Metro Rail. Because the offer takes the form of a reimbursement between Universal and the customer, no money will change hands between Universal and MTA.

A large poster publicizing this offer will be placed on a wall adjacent to the TVMs at the Hollywood/Highland Metro Rail station. In addition, one poster regarding the offer also will be placed in every other Metro Red Line rail car. In accordance with the guidelines on Cross-Promotional Information contained in the Board-approved policy on Metro System Advertising, these posters have been designed and produced at Universal's expense with the approval of the MTA Marketing department, and will clearly promote the use of Metro Rail.

Universal's ticket procedures will enable the park to accurately document the number of visitors who take advantage of this offer; accordingly, Universal will provide MTA with monthly reports of this information. The cross promotion has been arranged initially for a period of six months (February to July 2001). If both Universal and MTA find the results satisfactory, the arrangement may be extended.

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